

CLAIMS

I claim:

1. A method for automatically providing agribusiness operation options and
advice to an agribusiness operator, comprising the steps of:
 - a. for an agribusiness operation having a component agribusiness operation managed by an agribusiness operator, the component agribusiness operation having an array of baseline agribusiness information in a strategic agribusiness plan, comparing a set of numeric indicators relating to the component agribusiness operation from within the strategic agribusiness plan to a set of corresponding target numeric indicators maintained within a logic center;
 - b. identifying a deviation between the numeric indicators relating to the component agribusiness operation and the corresponding target numeric indicators maintained within the logic center;
 - c. embedded logic within the logic center determining a group of possible causes for the deviation;
 - d. embedded logic within the logic center identifying a range of corrective options correlating to the group of possible causes for the deviation;
 - e. presenting the range of corrective options to the agribusiness operator; and
 - f. identifying from the range of corrective options a recommended corrective option to the agribusiness operator.

2. A method for automatically providing agribusiness operation options and advice to an agribusiness operator, comprising the steps of:
- a. for an agribusiness operation having a component agribusiness operation managed by an agribusiness operator, the component agribusiness operation having an array of baseline agribusiness information in a strategic agribusiness plan, comparing a set of numeric indicators relating to the component agribusiness operation from within the strategic agribusiness plan to a set of corresponding target numeric indicators maintained within a logic center;
 - b. identifying a deviation between the numeric indicators relating to the component agribusiness operation and the corresponding target numeric indicators maintained within the logic center;
 - c. embedded logic within the logic center determining a group of possible causes for the deviation;
 - d. embedded logic within the logic center identifying a range of corrective options correlating to the group of possible causes for the deviation;
 - e. presenting the range of corrective options to the agribusiness operator;
 - f. identifying from the range of corrective options a recommended corrective option to the agribusiness operator;
 - g. recording a selected corrective option submitted to the logic center by the agribusiness operator; and
 - h. projecting the effect of the selected corrective option on the strategic agribusiness plan.

- i. presenting the projected effect of the selected corrective option to the agribusiness operator.